



Tools For Action

An inventory of nutrition and physical activity interventions in Wisconsin

Program Name

The Healthy Eating and Active Living Coalition of Pierce County

Contact Information

Main Contact Person Katie Bartko
Title of Main Contact WIC Director/Public Health Nutritionist
Agency Affiliation of Contact Pierce County Public Health Department
Contact Phone Number 715 273-6755
Contact Email Address kbartko@co.pierce.wi.us

Program Information

Type of Program Coalition
Year Coalition was Formed 2003
Primary program focus Both Physical Activity & Nutrition
Region Western
County Pierce County
Coalition Web Site Address

Program Information

Represented Groups on Coalition Community Government Health Care Health Dept Schools University UW-EX WIC	Represented Professions on Coalition Dietitian Educator Exercise Specialist Nurse Physician
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A Wisconsin Nutrition and Physical Activity Program



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Intervention Name

Recreational Opportunities in Pierce County brochure

Intervention Information

Type of Intervention: Physical Activity Resources
Focus Area: General Physical Activity
Intervention Site or Setting: Other
Scope of Intervention: County
Target Audience: All races, genders and ages
Total Population in Area Served: 38,000
Number of Participants: 500
Implementation Status: Ongoing - We have done several revisions and printings of the brochure. It is available at many places throughout the county.

Partners: UW- Extension UW-River Falls Public Health
Unique Funding:
Evaluation: Units Provided – annually
Evidence-Based or Best Practice based on

Products Developed or Materials Used:
Recreational Opportunities in Pierce County brochure

Intervention Description:

The brochure lists free and low-cost places in the county to exercise. Included are parks, walking/biking trails, pools, community education programs, YMCA, Curves for Women, Park and Rec Dept. The brochure is distributed by members of the coalition throughout the county including schools, clinics, libraries, village/city offices, public health, UW-Extension, and chamber of commerce.

A Wisconsin Nutrition and Physical Activity Intervention



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Intervention Name

Walktober

Intervention Information

Type of Intervention:
Physical Activity Event
Focus Area:
Biking/walking
Intervention Site or Setting:
Community
Scope of Intervention:
County
Target Audience:
All races, genders and ages
Total Population in Area Served:
38,000
Number of Participants:
53
Implementation Status:
October

Partners:

River Falls Area Hospital - Wellness Center
Public Health

Unique Funding:

Evaluation:

Survey and service data – One-time

Evidence-Based or Best Practice based on

Products Developed or Materials Used:

Walktober tool kit

Intervention Description:

Provide registrants with a step counter, log and tip sheets to track and increase the amount they walk for the month of October

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Intervention Name School Walking Program

Intervention Information

Type of Intervention: Physical Activity Event
Focus Area: Biking/walking
Intervention Site or Setting: School
Scope of Intervention: School
Target Audience: All races and genders, Ages 5-11
Total Population in Area Served: 28
Number of Participants: 28
Implementation Status: One-time at this school, new school every year we get grant

Partners: Plum City School District Public Health
Unique Funding: Diabetes Prevention Grant
Evaluation: Service Provision – Service data Impact on Behavior – Direct Observation
Evidence-Based or Best Practice based on

Products Developed or Materials Used:

Intervention Description:

Provide the fifth grade teacher with step counters for all students in the class and incentives for the kids. The teacher incorporates the walking into math and phy ed classes. Kids track their steps for a month and try to meet goals to win prizes.